



## Vision Shared at Summit Offers Economic Growth

During the last six years, companies with a female presence on their governing boards have outperformed their all-male competitors by 4-26%, according to a recent study by the Credit Suisse Research Institute. Lending further support to a phenomenon that many of us have seen firsthand, the report found that the presence of even one woman in the boardroom leads to more prudent investments and higher stock performance.

Lynn Yeakel, Founder and Co-Chair of Vision 2020, a national initiative to advance women's equality, says that this is no surprise. "Our goal is to achieve women's equality because this will benefit men, women and families. We know that women bring important perspective and experience to decision-making and that our nation will be stronger with shared

leadership among women and men," said Yeakel.

In a country where more than half of all college graduates are women, and women outnumber men at mid-level positions in the workforce, Vision 2020 is committed to increasing female representation in senior leadership positions (currently 18% on average) and promoting policies and practices that allow men and women to share work and family responsibilities and to receive equitable compensation.

This October, Yeakel will join with local thought-leaders Ruth Smiley, Alma Sanford and Sara Myerrose at the Economic Summit for Women in presenting

"Women with 2020 Vision," an exploration of the social, economic and political goals those Vision 2020 hopes to achieve in time for the centennial celebration of the 19<sup>th</sup> Amendment in 2020.



Lynn Yeakel

Yvonne Wood, Chair of the Tennessee Economic Council on Women and its Foundation, as well as a state delegate for Vision 2020, sees October as an important part of the nationwide organization's timeline. "We are very excited to have these brilliant women present on this movement at the Summit. We learn more each day about how women are strengthening parts of the world where we were previously uninvited, and it is crucial that we come to-

gether at events like these to accelerate that process and visualize it in a local context."

The Ninth Annual Economic Summit for Women is an all-day event hosted by the Tennessee Economic Foundation, the philanthropic arm of the Tennessee Economic Council on Women, and will be held on October 21<sup>st</sup>, at the Nashville Airport Marriott.

For more information about speakers and event details, visit us at [www.tnwomensummit.org](http://www.tnwomensummit.org)

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## 2012 Higher Education Scholarships Available

Apply now to the Women's Economic Council Foundation

Earning an education is one of the best ways a woman can ensure her economic autonomy. Since 2007 the Women's Economic Council Foundation has awarded three scholarships to graduating senior high school girls and three scholarships to non-traditional women students. In addition to academic achievement the Foundation considers leadership and community activities in the awarding of scholarships.

Pat Pierce, chair of the scholarships committee, says, "Thanks to our generous donors



Pat Pierce

we will offer six scholarships again this year! These scholarships provide much needed financial assistance to students who are pursuing their education dreams."

This year, applications for scholarships will be accepted from August 15 until September 28 on the WECF website: [tnwomensummit.org](http://tnwomensummit.org). Awards will be presented at the October 22nd

Economic Summit for Women at the Nashville Airport Marriott. **For more information, visit [www.tnwomensummit.org](http://www.tnwomensummit.org).**

## TN Economic Summit Announces “E” Awards Recipients

The Excellence and Equity (“E”) Award is a prestigious honor bestowed upon an individual or company for their support of women and women’s programs. “These awards recognize individuals or organizations with distinctive contributions to the improvement of the lives of girls and women in Tennessee,” said Carol Danehower, Co-chair of the Summit and immediate past Chair of the Economic Council on Women. The awards have been offered for 11 years by the Tennessee Economic Council/Foundation on Women. This year’s recipients will receive their awards at the upcoming Economic Summit for Women, held Monday, Oct. 22, at the Nashville Airport Marriott.

### ANITA VAUGHN

From West Tennessee, Anita Vaughn is the “E” Award recipient. Ms. Vaughn is the



Anita Vaughn

CEO of Baptist Women’s Hospital, and served as Chair of the Board of the Women’s Foundation for Greater Memphis. In that role she, works sincerely and tirelessly to raise funds for the Foundation.

This West Tennessee medical professional has served the Memphis Baptist Memorial Health Care Corporation (BMHCC) system in a

variety of roles since 1974, when she began as a staff nurse in the ICU.

She earned an undergraduate degree in sociology and an MPA in health services administration, both from Memphis State University, now the University of Memphis.

Under her guidance, Baptist Women’s Hospital was chosen as one of the top three in the nation, receiving the American Hospital Association’s McKesson Quest for Quality Award™—largely due to the uniqueness of its breast care program. In 2008 the hospital received a Diversity Memphis “Award of Excellence.” The hospital, which always has a waiting list of potential employees, was also recognized as the Best Place to Work for Large Employers, which prompted Vaughn to quip that, “If you can make 600 women (employees) happy on an on-line survey, that’s saying something!”

### DELOITTE

Deloitte LLP has been named a corporate recipient of the “E” Award, representing Mid-



Deloitte / Jan Maddox

dle Tennessee. Deloitte is recognized as a leader in advancing women and as an employer of choice — thanks in large part to its “waging change” two decades ago when it launched the Initiative for the Retention and Ad-

vancement of Women. That Women’s Initiative (WIN) has helped give Deloitte the intellectual capital to meet aggressive growth targets and to be consistently ranked by *Fortune*, *BusinessWeek*, and *Working Mother Magazine* among the best places to work.

Larry Quinlan, Chief Information Officer, said, “At Deloitte, our commitment to the advancement of women is woven tightly into the fabric of our culture. We see attracting, retaining, and developing women as a business imperative. It fuels our growth, creates the most effective teams, and distinguishes us in the marketplace by allowing us to deliver more value and innovative business solutions to our clients.”

The award is being accepted on behalf of Deloitte by Jan Maddox. Jan exemplifies Deloitte’s commitment to women. She began her career with the Firm in 1981 as an Administrative Assistant, and has advanced through the organization to become a Director on the US and Global Business Operations team for the Information Technology Services (ITS) organization. Jan is involved in many of Deloitte’s diversity outreach initiatives, including participation in the ITS Women’s Initiative Network, serving as the Executive Sponsor for the Hermitage Women’s Initiative Network and she was recently named the Deloitte Hermitage Diversity & Inclusion Leader.

### SHIRLEY HASTINGS

Shirley Hastings has been selected as the recipient of the “E” Award from East Tennessee.

She is a visionary leader, futuristic thinker, practical

administrator, professional nurturer, tireless worker and fierce defender of the Land Grant system. She is an active



Shirley Hastings

advocate for youth, families and the right of women to take their place in the highest circles of decision-making. She is a dedicated and trusted administrator and the go-to person for comprehensive, difficult tasks at The University of Tennessee and across the nation. She has consistently raised the bar of professionalism and accomplishment across a national institution dominated, historically and currently, by males.

An educator and family life expert, Hastings serves as an Associate Dean and professor at the University of Tennessee Extension Services, where she believes the Family and Consumer Sciences Department plays a vital role by connecting the resources of the university to citizens in all 95 counties across the state.

During a time when many Family and Consumer Science units have seen reductions in funding, UT’s program has grown and thrived under Dr. Hastings’ leadership.

For more information about the 2012 Economic Summit on Women, visit: [www.tnwomensummit.org](http://www.tnwomensummit.org).



## Qualls-Brooks Speaks to IAAP

Tennessee Economic Council on Women Executive Director, Phyllis Qualls-Brooks recently spoke to the members of the International Association of Administrative Professionals, (IAAP) Nashville Chapter at their monthly meeting.

This group of distinguished and dedicated women is active in the promotion of professionalism among administrative assistants. Founded in 1942 as the National Secretaries Association, and now known as the International Association of Administrative Professionals, with its name change in 1998, the organizations works tirelessly to spread the word about professionalism in the

office.

"It was an honor to speak to this group of women who strive in their daily activities to promote integrity, respect, adaptability, communication and commitment in their

daily work routines," said Qualls-Brooks.

The Chapter holds educational seminars, leadership development training, Administrative Professionals Week events, a Certification

Banquet and a Member of the Year Banquet, on a continuing basis. The group also are responsible for the Certified Professional Secretary (CPS) and Certified Administrative Professional courses,, which are offered both online through the Tennessee Board of Regents and Nashville State Tech Community College.

Qualls-Brooks shared with the group how successful they are because they strive for the highest level of professionalism in their field. "You are role models to many and your high standards and quality of work stands tall."



Velma Littlejohn, President, IAAP, Nashville Chapter (left) and Dr. Phyllis Qualls-Brooks, TECW Director

## Woman in the Spotlight: Kia Jarmon, Creative Director & Mentor

As our economy improves, a growing number of college students and grads are taking the opportunity to be innovative and start their own businesses. Kia Jarmon is one of these young professionals who is living her dream and being successful. She is the creative director of MEPR Agency, a boutique public relations and branding strategy firm. She built her business on two principles; service to the community and mentoring the next generation.

Jarmon's career path began at Belmont University with a Business Administration degree, specializing in the Music Industry. "I knew I had a passion for business and that helped me to select Belmont as my college of choice," she stated. Having

connections with music in her family background and a mentor to help guide her through her college experience helped her to find her true calling, Public Relations.

As she transitioned into the workforce, Jarmon met with two professionals in the same field who happened to be men. "I remember them telling me how hard it would be because I was young and a woman." She strived to stay two steps ahead, using the ever advancing technology to her advantage and approached her profession as an eager student. She would also practice a technique she

calls '*calling up a fear*' to identify and overcome her obstacles. These things helped her to become an award winning business owner, and earned her the Nashville Business Journal's Women of Influence award in the Entrepreneur category.



Women like Kia Jarmon have succeeded more quickly than most in our society. When asked what variety of characteristics one needs in order to be successful, Kia said, "Investing time into your career and being faithful to it is very important. Possessing leadership skills and staying ahead of the trends are vital

in every field. It is also very important that you know the difference of being a leader and a follower, and that you know how to manage people." Jarmon is also a firm believer in trusting her intuition to guide decision making and conducting business.

From serving on the YWCA Junior Board, to mentoring and speaking on entrepreneurship, and writing her book entitled "Learn How to Be Selfish: a guide to being selfish so the selfless moments count", Kia is certainly living out her principles; service to the community and mentoring the next generation. Kia Jarmon is a shining example of what it means to be a young professional woman.

## Economic Council on Women Intern Recognized at Univ. of Memphis

Kendra Cheek, University of Memphis student and intern with the Council, was a recent participant in the annual University of Memphis summer Internship Recognition Event.

Kendra began work at the Council in May and concluded her term in early August. "We were delighted to have Kendra work with us for the summer. She is a bright, intelligent young lady with infinite potential," said Dr. Phyllis Qualls-Brooks, Executive Director of the Council, who also attended the ceremony.

For her exhibit, Kendra presented her work ranging from newsletter development and research to attending various events, including the monthly CABLE luncheon. A significant area of growth for her was learning the difference in pay among men and women. "I had no idea women made 78 cents to a man's dollar in Tennessee. I am appalled and want to work on projects to level the playing field," she said. She plans to get active in a student group that focuses on pay equity and women's equality.

Kendra begins her junior year at U of M and returns to the institution with some real-world experience to couple with her academic

studies as well as her extracurricular activities. Her major is Exercise and Sports Science and she plans to

continue to graduate school and earn her doctor-



Kendra Cheek (left) and Dr. Carol Danehower display their recognition certificate and gift

ate in physical therapy. However, her activities in several university organi-

zations and her role as a Resident Life Student Counselor/Advisor allowed this experience to help secure her foundation.

Dr. Carol Danehower, former Council Chair and professor at the U of M recommended Kendra for the program. "I am thrilled to have played a part in Kendra's academic pursuit by helping her gain such valuable experience," said Danehower. "We

want our students to be well rounded...and true dreamers, thinkers and doers," she added.

At U. of M., Kendra is involved in the Student Activities Council, Bridge Builders/College Corps, Alpha Kappa Psi Fraternity and the Fellowship of Christian Students. She was among nearly 30 students who made presentations about their work and received certificates for participating in the program.

Dr. Danehower was recognized for her support of the students and helping in the program. She has been instrumental in providing interns to the Council for two consecutive years.

# SOUTHEAST TENNESSEE WOMEN'S SUMMIT

## SAVE THE DATE

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**\*\*Additional Details & Registration Information Coming Soon\*\***  
For Questions, please email [Jb4pdrs@aol.com](mailto:Jb4pdrs@aol.com)

\* The Southeast Tennessee Development District Advisory Council is a branch of the Tennessee Economic Council on Women, established to represent the interest of women in Bledsoe, Bradley, Grundy, Hamilton, Marion, Meigs, McMinn, Polk, Rhea and Sequatchie counties in the State of Tennessee.



## A Message from Executive Director Phyllis Qualls-Brooks

### 30th Olympiad---A Banner Moment for USA's Women

There were many of us glued to our communications mechanisms—television, iPads, iPods, smart phones, etc., keeping up with the 2012 Olympics. It was 17 days of stories—historic excitement, tragedy and triumph.

From the Opening Ceremony on Friday, July 27 through its close on August 12, so many of us have been dedicated to viewing with pride for Team USA. But amidst the excitement of watching the Fab Five win gold, and crowning Michael Phelps the Greatest Olympian, with an unprecedented 22 medals, many may have overlooked one of our proudest moments in these Olympic Games, which happened before a single medal was won.

This year, for the first time ever, America's women outnumbered the men in participation 268-261 and competed in 25 different events; a testament to the versatility and determination of women nationwide, and to the continuing success of programs like Title IX.

The Title IX program celebrated its 40<sup>th</sup> anniversary this year and women's participation in sports is up. Not only have women continued to participate in larger numbers, but the appeal and importance of their efforts have been increasingly recognized. Since Title IX's implementation, the Olympic Committee has added events like women's basketball in 1976, soccer in 1996 and hockey in 1980.

True to this year's trend; of the nine Olympians with



links to Tennessee, five are women. Two of the athletes were born in Tennessee: Claire Donahue, whose sport is swimming, hails from Lenoir City and Davis Tarwater, is from Knoxville. Six athletes are students at UT-Knoxville; Candace Parker and Tamika Catchings are on the UT Women's Basketball Team, and Justin Gatlin, Tianna Madison, Aries Merritt and Dee Dee Trotter participate in Track & Field at UT-K. Finally, Daryl Szaren-

ski competed in shooting at Tennessee Tech.

These athletes continue a tradition of Olympic achievement in Tennessee that is epitomized by former TSU women's track & field coach, Ed Temple, whose famed Tigerbells won 23 medals over the span of his career. Recently inducted into the Olympic Hall of Fame, Coach Temple has always "believed in practicing and working hard," but recognizes, as we've seen this year, that medals are only a part of what we can achieve. "All of my athletes finished college and many went on to earn graduate degrees. And for that I am very proud because that's winning."

*Phyllis*



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